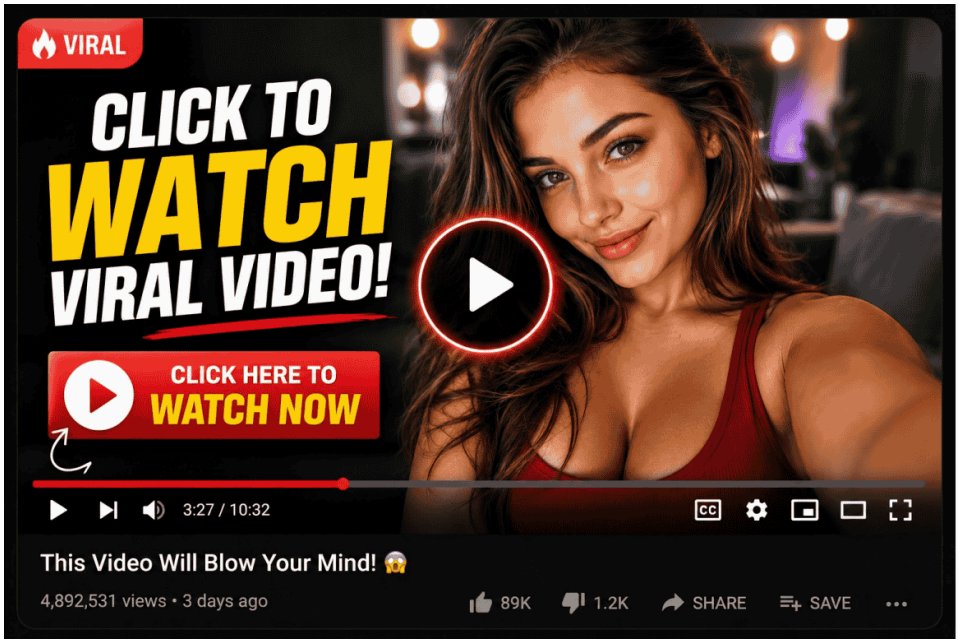instagram viral video viral video 2026 instagram influencer viral video